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# Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 720-4330

Letter No. 2540

Jan. 10, 1992

**NEW YEAR'S RESOLUTIONS FOR EXPORTERS** -- The January 1992 issue of **AgExporter** magazine has developed a list of ten New Year's resolutions for export-oriented companies. Some of the resolutions include: create a marketing plan; tailor your product to the market; develop personal relationships and be responsive to inquiries. **Contact: Paul Spencer** (202) 720-1533.

**HOG INVENTORIES UP** -- The inventory of hogs and pigs as of Dec. 1, is 57 million head -- up 5 percent from last year and 6 percent above two years ago. The breeding inventory, at 7.22 million head, was up 5 percent from both last year and the year before. The market hog inventory at 49.8 million head, is up 5 percent from last year and 6 percent above two years ago. **Contact: Doyle Fuchs** (202) 720-3106.

**SOY OIL WASTES RECYCLE** -- A procedure used to decaffeinate coffee can be adapted to clean and recycle wastes from vegetable oil refining, USDA scientists say. The procedure can also reduce fire hazards from the oil-soaked wastes, which are prone to spontaneous combustion on hot summer days. An average soybean oil refinery generates about 5,000 pounds of spent bleaching clay every day. That clay absorbs substances from the raw oil that a refinery doesn't want in the end product. At the same time, the clay soaks in some of the oil. **Contact: Jerry King** (309) 685-4011.

**FRESH GREEN CHILE** -- Those who enjoy fresh green chile, but don't live where they can buy it easily, may be in luck. Horticulture researchers at New Mexico State University are looking at ways to package fresh green chile. **Marisa Wall**, assistant professor of horticulture and post-harvest physiology, says a combination of packaging and biological control techniques of post-harvest diseases is being tested to see if fresh green chile can be packaged effectively. **Contact: Marisa Wall** (505) 646-1914.

**NATURAL INSECTICIDES** -- USDA scientists have found natural insecticides that kill aphids in fungus-infected tall fescue grass. Chemists **Richard J. Petroski** and **Richard G. Powell** say the compounds, called "N-acyl loline" derivatives or lolines, offer potential as environmentally-friendly insecticides against aphids and other pests in gardens and houseplants. **Contact: Richard J. Petroski and Richard G. Powell** (309) 685-4011.

**BUTTER PRODUCTION DOWN** -- Butter production in November was 108 million pounds -- down 1 percent from a year earlier, but 3 percent above the previous month. **Contact: Daniel Buckner** (202) 720-4448.

**HORTICULTURAL EXPORTS** -- The U.S. exported a record \$577.1 million of horticultural products to all countries in October. This figure is nearly 8 percent above the same month a year ago. Most product categories showed increases in October, including significant gains for fruit and vegetable juices, apples and dried fruit. The sharpest increases occurred in juices for Canada and apples and dried fruit for the European Community. Declines included tree nuts, fresh vegetables and fresh citrus. **Contact: Frank J. Piason** (202) 720-6590.

**CRANBERRY REFERENDUM** -- Cranberry producers and processors in Massachusetts, Rhode Island, Connecticut, New Jersey, Wisconsin, Michigan, Minnesota, Oregon, Washington and New York will vote Jan 13 - 31 on proposed amendments to the federal marketing order for cranberries. **Daniel D. Haley**, administrator of USDA's Agricultural Marketing Service, says the amendments are intended to improve the administration, operation and functioning of the cranberry marketing order program. **Contact: Rebecca Unkenholz** (202) 720-8998.

**EXTENSION GRANT** -- The Cooperative Extension System and National 4-H Council have received a \$3.5 million grant from the DeWitt Wallace-Reader's Digest Fund to assist in planning, implementing and evaluating programs over a four-year period for USDA's National Youth at Risk Initiative. One goal of the initiative is to expand USDA's outreach to more youth, particularly those who are most vulnerable because of poverty, lack of parental and community support and negative peer pressure. **Contact: Tom Willis** (202) 720-2047.

**SAVINGS TRENDS** -- How people are saving their assets has changed over the past 40 years. Private pensions along with government insurance and pensions represented 6 percent of individuals' assets in 1950, but this share had risen to 25 percent by 1990. From the perspective of the family, saving represents deferred consumption, says **Joan C. Courtless**, a USDA family economist. Courtless says the economic factors that may affect personal saving include: inflation, interest rates, tax reform, IRA's and Social Security. **Contact: Joan C. Courtless** (301) 436-8461.

**U.S. FARMLAND** is held by fewer owners now than at any other time in this century, ERS economists say. Nearly half of all U.S. farmland is held by about 4 percent of all farmland owners. Over 40 percent of the 833 million acres of private farmland is held by owners or organizations who do not themselves operate farms. Increases in the ratio of owners to operators, currently about three to two, imply a larger percentage of landowners who are less involved in farm operating and marketing decisions, a spreading of risk between farmers and landlords, and greater concentration of agricultural production in fewer farm managers. **Contact: Gene Wunderlich** (202) 219-0425.

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## FROM OUR RADIO SERVICE

**AGRICULTURE USA #1805 -- Brenda Curtis** presents a review of 1991 using comments of Secretary of Agriculture **Edward Madigan**. (Weekly reel -- 13-1/2 minute documentary.)

**CONSUMER TIME #1287 --** Putting in a wood stove; nutrition and mortality; foods, cholesterol and cancer; a food cost outlook for 1992; cutting sugar and sodium. (Weekly reel of 2-1/2 to 3 minute consumer features.)

**AGRITAPE NEWS & FEATURES #1796 --** USDA News Highlights; the U.S.-Japan rice debate; water supply impacts on pig growth; high-value product exports. (Weekly reel of news features.)

**NEWS FEATURE FIVE #1502 --** Seniors and vitamin B12, calcium absorption, chromium and blood sugar, diet and cholesterol levels, flax -- new health food. (Weekly reel of research feature stories.)

**UPCOMING ON USDA RADIO NEWSLINE --** Thurs., Jan. 16, milk production; Fri., Jan. 17, livestock and poultry outlook; Mon., Jan. 20, Holiday; Tues., Jan. 21, U.S. trade update; Wed., Jan. 22, crop/weather update, dairy outlook; Thurs., Jan. 23, oil crops outlook, catfish production. **(These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.)**

**DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.**

Material changed at 5 p.m., EST, each working day.

## FROM OUR TELEVISION NEWS SERVICE

**FEATURES -- Pat O'Leary** reports on USDA's wild potato hunters; **Will Pemble** reports on miniature lettuce developed by USDA scientists; **Dave Luciani** of Michigan State University and **Artis Ford** of Mississippi State University on recycling Christmas trees; **Scott Huffman** of Mississippi State on year-round poinsettia care.

**ACTUALITIES -- Norton Strommen**, USDA meteorologist, with a crop and weather update; USDA economist **Bob Dubman** with a farm income and finance forecast; **William Richards**, USDA Soil Conservation Service chief, on progress of farmers' conservation compliance and enforcement efforts in 1992; USDA economist **Bob Skinner** on U.S. cotton production and prices.

**UPCOMING FEATURES -- Pat O'Leary** reports on USDA's Soil Tilth Lab in Ames, Iowa; **DeBoria Janifer** has a three-part series on food nutrition labeling; **Lynn Wyvill** reports on the National Arboretum's bonsai collection.

**EVERY OTHER WEEK -- Agriculture Update**, five minutes of USDA farm program information in "news desk" format with B-roll.

*Available on Satellite Galaxy 6, Transponder 12D (Channel 23), audio 6.2 or 6.8:  
Thursdays from 7:30 - 7:45 p.m., EST, Saturdays from 10 - 10:45 a.m., EST, and Mondays from 8 - 8:45 a.m., EST.*



## OFFMIKE

**HOT NEWS ITEM**...for Louisiana rice producers is President **George Bush**'s effort to open Japan's rice market to imports. **Don Molino** (Louisiana Agri-News Network, Baton Rouge, La.) says their reports on the President's Asian trip were of major interest to rice producers in the state.

**EXPANSION**...of programming is underway, says **Miles Carter** (KMZU, Carrollton, Mo.). A new 30-minute program at 6 a.m. weekdays examines one subject in detail with Q & A's from listeners. Recent programs included state plans to cut funding of University Extension Service operations, and comments from a Russian farmer who spent a week with an Iowa farm family. Some listeners questioned whether the U.S. should be exporting its agricultural technology to Russia, while others favored the farmer exchange. The station is also expanding its reach. It has bought four FM stations in the state and is programming them with KMZU's signal.

### ***Farm Broadcasters Letter***

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Radio-TV Division  
U.S. Department of Agriculture  
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**NORTH AMERICAN FREE TRADE AGREEMENT**...and its effects on farmers and ranchers in Texas is being covered by **Lee McCoy** (Texas Agri-Business Network, Dallas, Texas). Lee says to better serve listeners the network is broadcasting both pro and con views of the agreement as it progresses.

**YEAR-END WRAP UP**...program produced by **Kathleen Longergan** (Agriculture Radio Network, Des Moines, Iowa) featured interviews with commodity leaders. Kathleen says all leaders say environmental issues, wetlands and animal rights will be important items during 1992.

**DECEASED**...**Sonny Slater** (KSAL, Salina, Kan., retired) on Dec. 9, 1991, in a farm accident. The farm tractor he was standing near crushed him against a tree. He was a 45-year veteran of farm broadcasting.

**VIC POWELL**

Chief, Radio & TV Division